

# Cisco Data Center Partner Connection



## Amazing Together

3-5 March 2015  
Athens, Greece



In Collaboration with Intel®





# Cloud Channel Program

Claus Schaale

Cloud leader, EMEAR Datacenter team

3-05-2015



If You Aren't Talking  
to Your Customers  
About Cloud Services,  
**YOUR COMPETITION  
IS.**

# Cisco's Cloud Channel Go-To-Market Strategy

**Enable** our Partners to Build, Provide, White Label & Resell Cisco Powered Cloud Services

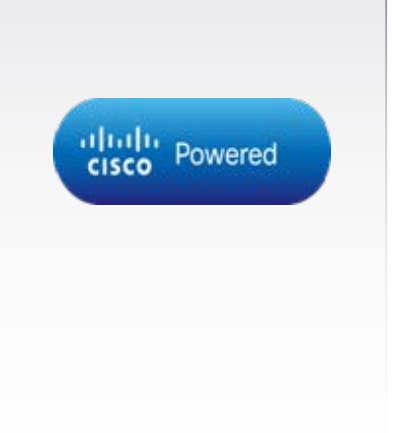
## Solutions & Services for Building and Providing Clouds

Enable Partners to build, provide, white label and resell private, public or hybrid clouds



## Develop Demand for Cisco Powered Cloud Services

Enable all Partners to accelerate this transition to new business models



## Rich Ecosystem of Integrated Solutions

Develop and expand ecosystem to develop, deliver and enhance Cisco Powered cloud services



## Leverage Assets to Drive Partner GTM

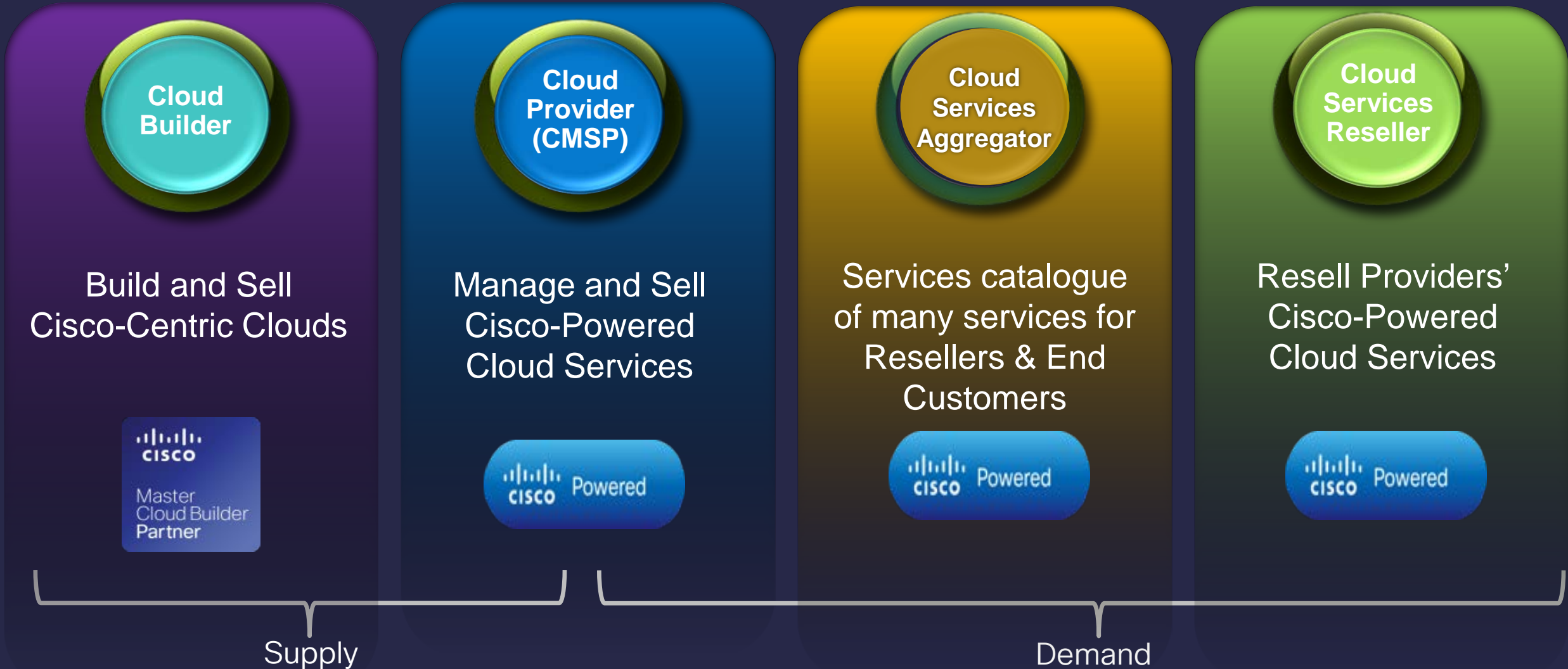
Accelerate Time to Market (TTM), reduce costs, drive growth and increase profitability



## Partner Enablement of Cisco Powered Cloud Services



# Cisco Cloud Partner Go to Market Programs



# Cloud Services Reseller

Cloud  
Services  
Reseller

Resell Providers'  
Cisco-Powered  
Cloud Services

 Powered

## Opportunity

- Maintain and expand customer base by offering validated, Cisco Powered services
- Predictable recurring revenue
- Accelerate new services to market with minimum capital investment
- Choice to deliver multiple Cisco Powered cloud services from multiple Providers

## Requirements

- Cisco registered partner
- Valid contract with Cisco Cloud Provider
- Dedicated cloud customer relationship manager
- To apply submit an application at [www.cisco.com/go/ppp](http://www.cisco.com/go/ppp)

## Benefits

- Value Incentive Program (VIP) rebate on sales of Cisco Powered services
- Access to Cisco Powered branding
- Cisco's sales force is compensated to sell Cisco Powered services
- Cloud GTM Resource Center
  - Virtual Cloud Connections
  - Business transformation guidance

# Business Transformation Guidance



 <p><b>Solution &amp; Opportunity</b></p>	 <p><b>Business Model</b></p>	 <p><b>Sales</b></p>	 <p><b>Marketing</b></p>	 <p><b>Services</b></p>	 <p><b>Tools &amp; Resources</b></p>
<p>Understand cloud market opportunity and Cisco Powered services</p>	<p>Identify cloud solutions' impact on your bottom line</p>	<p>Identify sales structure, model, and compensation program changes</p>	<p>Learn to tell a different story to a new set of buyers</p>	<p>Understand how to leverage Cisco services to create your cloud services portfolio</p>	<p>Learn how to become a Cloud Provider</p> <p>Leverage Cloud Services Reseller to sell Cisco Powered services</p>

## Transformation to Cloud Business Model

# Cisco Powered – The Cloud Standard

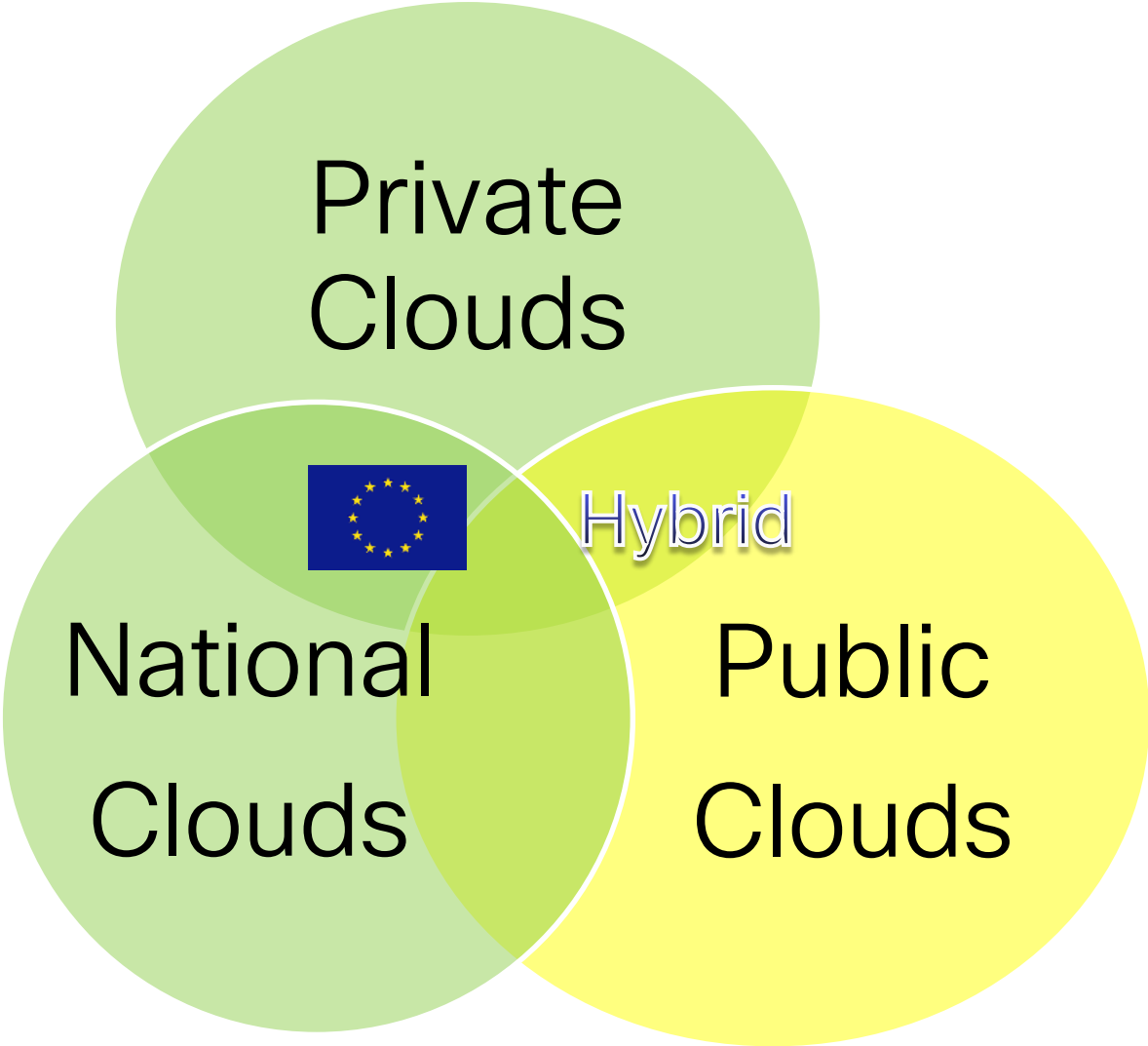




# EMEAR Cloud Market opportunity



Data  
Sovereignty



# Next Steps...

[www.Cisco.com/go/cmosp](http://www.Cisco.com/go/cmosp)

1

Meet with  
Your Cisco  
Partner AM

2

Evaluate Your  
Market Focus  
Competencies

3

Develop Your  
Cloud Strategy

4

Enroll as a  
Cloud Partner  
with Cisco

Thank you.





# Cisco Cloud Builder



Cloud  
Builder

Build and Sell  
Cisco-Centric Clouds



Master  
Cloud Builder  
Partner

## Opportunity

- Build and Sell Cisco-Centric Clouds to End-Customers and Cloud Providers
- Seen as a trusted advisor of cloud solutions
- Accelerate new services to market with minimum capital investment
- Choice to deliver multiple Cisco Powered cloud services from multiple Providers

## Requirements

- Validated Competencies:
  - Compute
  - Security
  - Networking
  - Storage
  - Server & Desktop Virtualization
  - Integrated Infrastructure
  - Cloud Management
  - Solution Demonstration / PoC
- Customer References
- Meet specialization requirements via formal onsite audit

## Benefits

- Cisco's promotion of Cloud Builder brand, bringing more leads and TIP registrations
- Up to \$150K of Cloud Marketing Development Funds (MDF) in FY14 (country-based)
- Additional 1% VIP rebate
- GTM Resource Center
- Dedicated landing page on Cloud and Managed Services Partner Marketplace

# Cloud and Managed Services Provider (CMSP)

Cloud  
Provider  
(CMSP)

Manage and Sell  
Cisco-Powered  
Cloud Services

 Powered

## Opportunity

- Maintain and expand customer base by offering validated, Cisco Powered services
- Control DC environment
- Predictable recurring revenue
- Accelerate new services to market with minimum capital investment
- Choice to deliver multiple Cisco Powered cloud services

## Requirements

- Own and operate Cisco based data center and NOC (Network Operations Center)
- Offer at least one Cisco Powered Cloud Service:
  - IaaS
  - HCS
  - TPaaS
  - HCS for CC
  - DaaS
  - DRaaS
  - SAP HanaaaS
- Meet CMSP certification requirements via formal onsite audit

## Benefits

- Leverage value-add of Cisco Powered branding to drive deals faster
- Up to \$250K of Cloud Marketing Development Funds (MDF) (global)
- Opportunity to enlist Cloud Services Resellers to expand sales reach
- Cisco's Cloud Compensation Program
- GTM Resource Center

# Cloud and Managed Services Provider (CMSP)

Cloud  
Provider  
(CMSP)

Manage and Sell  
Cisco-Powered  
Cloud Services

 Powered

## Opportunity

- Maintain and expand customer base by offering validated, Cisco Powered services
- Control DC environment
- Ability to offer HA offers
- Predictable recurring revenue
- Accelerate new services to market with minimum capital investment
- Choice to deliver multiple Cisco Powered cloud services

## Requirements

- Own and operate Cisco based data center and NOC (Network Operations Center)
- Offer at least one Cisco Powered Cloud Service:
  - IaaS
  - HCS
  - TPaaS
  - HCS for CC
  - DaaS
  - DRaaS
  - SAP HanaaaS
- Meet CMSP certification requirements via formal onsite audit

## Benefits

- Leverage value-add of Cisco Powered branding to drive deals faster
- Up to \$250K of Cloud Marketing Development Funds (MDF) (global)
- Opportunity to enlist Cloud Services Resellers to expand sales reach
- Cisco's Cloud Compensation Program
- GTM Resource Center



# Cloud Services Aggregator

Cloud  
Services  
Aggregator

Services catalogue  
of many services for  
Resellers & End  
Customers

 Powered

## Opportunity

- Act as a Cloud Services Broker (CSR)
- Predictable recurring revenue
- Accelerate new services to market with minimum capital investment
- Offer a catalog of multiple Cisco Powered cloud services from multiple Providers

## Requirements

- Invite only program
- Valid contract with Cisco Cloud Providers
- Dedicated cloud customer relationship manager
- Sign Aggregator MOU

## Benefits

- Access to Cisco Powered branding
- Cisco's sales force is compensated to sell Cisco Powered services
- Cloud GTM Resource Center
  - Virtual Cloud Connections